

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 107390  
**Alt Order #:** 06860691  
**Product Desc:** RNC/ROMNEY  
**Estimate:** 445  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** RNC/ Romney for President  
**Demographic:** A35+  
**Product Codes:** PLC03  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	25	\$40,325.00	\$34,276.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$40,325.00	\$34,276.25	0.00
<b>Totals</b>	<b>25</b>	<b>\$40,325.00</b>	<b>\$34,276.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	25%	\$40,325.00
Market	100%	\$161,300.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$43,551.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$40,325.00
KTUD	1%	\$1,613.00
KVVU	17%	\$27,421.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,065.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--			3		\$1,200.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,200.00		0.00			
E 2	KSNV	10/08/12	10/09/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,200.00		0.00			
E 3	KSNV	10/08/12	10/08/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,300.00		0.00			
E 4	KSNV	10/05/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	----F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,300.00		0.00			
E 5	KSNV	10/03/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,300.00		0.00			
E 6	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			
E 7	KSNV	10/08/12	10/09/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,200.00		0.00			
E 8	KSNV	10/05/12	10/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
E 9	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$3,200.00		0.00			
E 10	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$625.00		0.00			
E 11	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$1,100.00		0.00			
E 12	KSNV	10/06/12	10/06/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:00 AM-5:30 AM)	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00
NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$825.00		0.00			
E 13	KSNV	10/06/12	10/06/12		CM	5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00

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				Nevada Newsmakers - CF											
NN				Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$825.00		0.00			
E 14	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
E 15	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				NFL Pre-Game											
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$2,400.00		0.00			
E 16	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
				NFL Football											
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$10,000.00		0.00			
E 17	KSNV	10/07/12	10/07/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				Jeopardy in Prime											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,200.00		0.00			
													Totals	25	\$40,325.00